

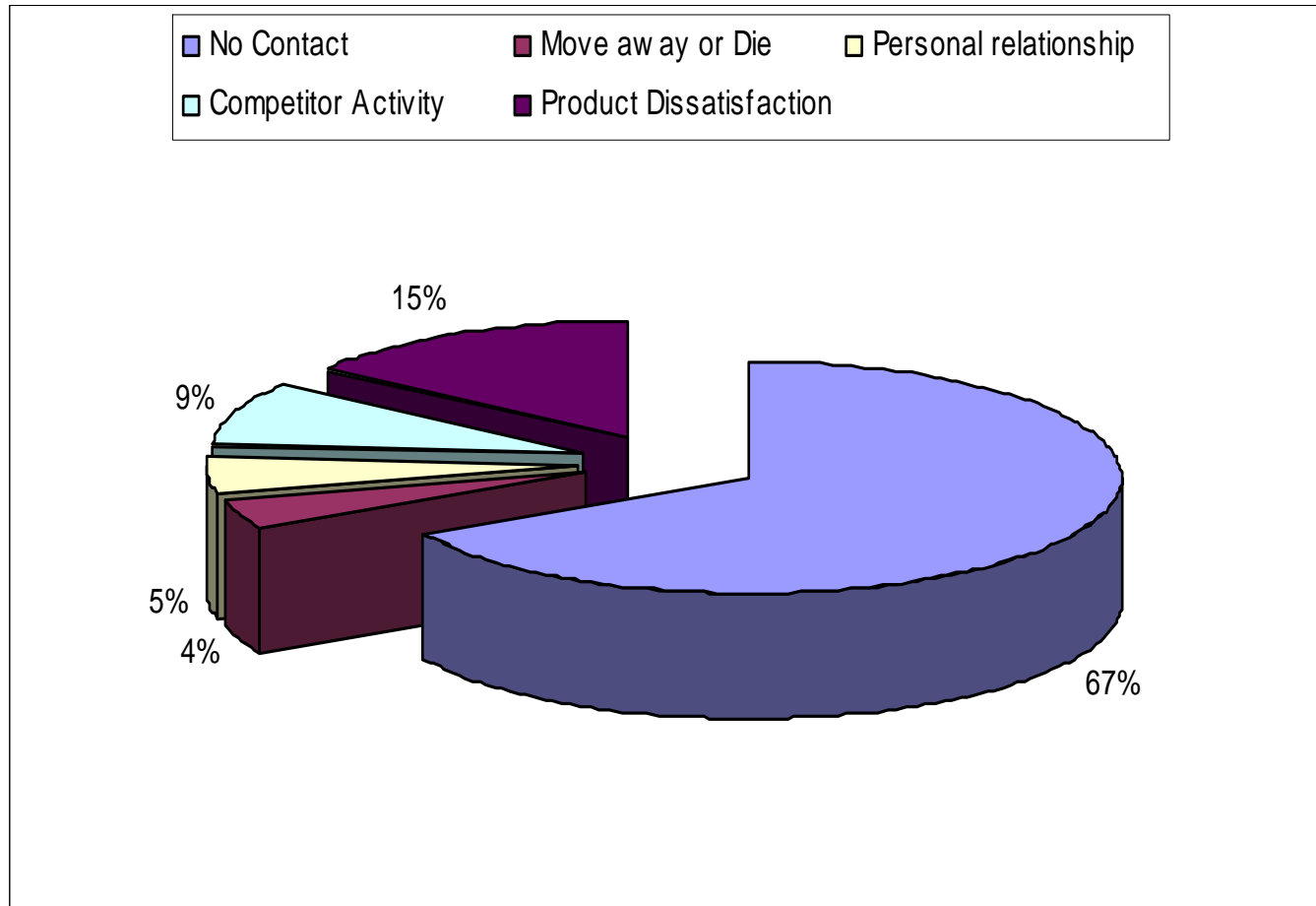
The logo for 'unit-mail' is displayed within a rectangular frame. The word 'unit' is written in white lowercase letters on a solid blue background. A white horizontal bar extends from the end of 'unit' to the start of 'mail'. The word 'mail' is written in blue lowercase letters on a white background.

unit-mail

MAILING AND FULFILMENT SERVICES

PRESENTATION

67% of customers who defect from a brand do so because they are not communicated to in the correct way or at all!!



Source: McGraw Hill Research



Direct mail is opened by over 87% of all recipients. It is of vital importance the basics are correct.

➤ Are you mailing the right people?

uni-Mail can help you target customers using your own data or by buying reliable, quality lists from data brokers.

➤ What level of perceived quality do you want to put across?

From the print font to the envelope we can guide you along the way helping you stay in budget and still produce the high quality you and more importantly your customers expect.

➤ Are you mailing too many people?

Why waste time and money mailing a list of addresses that won't respond, or worse will just be suppressed from the data? uni-Mail can help you reduce your costs whilst still enabling you to talk to the people that really matter....

## But can you produce quality direct mail and still be green??

Of course you can It just takes a little bit of imagination:-

- We can source Oxo-degradable and Starch based poly film
- equally if you are using envelopes we can source FSC/PEFC or fully recycled items
- We have used high value insulation in our factory to reduce energy usage.
- Scrap paper and poly film that cannot be re-used is recycled in the appropriate manner
- The next project is a wind turbine generating power not only for us but enough for the whole village! We'll keep you posted



Oh I forgot the below:-

- We are based in recycled converted Farm buildings that are so well insulated last winter we didn't even need to put the heating on!!!
- We use low voltage lighting in all our offices
- All our water is sourced from our own well on the premises
- We even recycle our sewage!
- Any scrap paper left over which is not needed we use in our office printer
- Then we recycle it the correct way
- We don't claim to have all the answers and are always open to new ideas so if you work with us and have a suggestion please let us know.



DATA



PRINT



MAIL



SERVICE

uni-Mail uses experience and the best direct mail data production software available to ensure that your data is as good as it can possibly be. Saving you budget and preserving your image.

Services Available:-

Multiple data formats accepted

Convert label (word) format to text

Merge multiple files with different structures

Casing and salutation generation

De-duplication

Merge / Purge

Mailsort 1, 2, & 3 (1400, 120 OCR, 700 CBC)

Walksort 1 & 2

Presstream 1 & 2



Need your data cleansed? Not a problem! We offer industry standard suppression services

Suppression Options Including:-

Your own custom suppression files  
Universal Suppression Service (Royal Mail Licensee)  
Equifax disconnect  
CAS, TBR, MPS  
Enhancement  
PAF Batch Address Verification



uni-Mail can provide hi-quality mono laser printing.

Text setting.

Proofing via PDF & Fax.

Simplex and Duplex formats.

From A5 to A3.

We can source high quality lithographic print as well as full colour digital print. What ever your design we have a panel of local and national printers that we will manage for you to help take out the stress and make the whole process as easy for you as possible. From small postcards through to multi page books we have it covered.

Click to go back



## POLYWRAPPING

Don't hide your catalogue! Show it off, after all its your brand and why not get some free advertising while its on its journey to the recipient

- Clear polyfilm
- Printed polyfilm
- Oxo-degradable
- Starch based polyfilm
- A5 - A4 and all sizes in between
- Up to 15,000 an hour
- Ink Jet inline
- Up to 6 inserts in one pack

One more thing:-

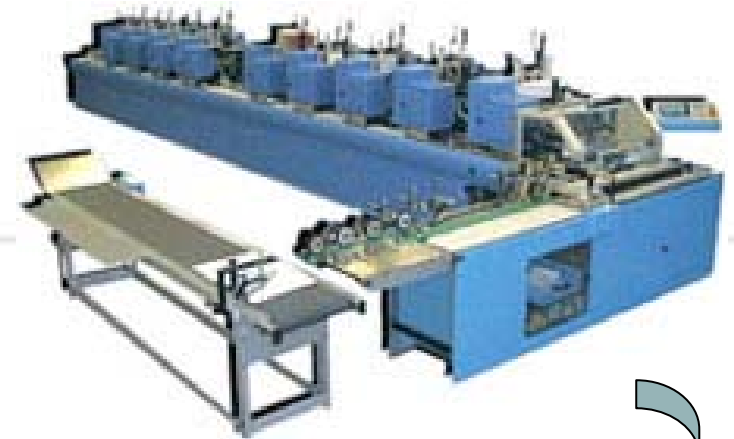
Polyfilm is half the cost of paper envelopes!!



## PAPER ENCLOSING

Uni-Mail has 2 CMC enclosing machines.

- Up to 6 insert stations
- From DL to C4 envelopes
- Each capable of enclosing up to 50,000 in a shift
- Double feed detectors
- In-line ink jet capability
- Proven reliable design



Need something hand enclosed? No problem we do that to!

Click to go back



## Service you expect

- Not only will we supply you with a great mailing service, we will:-
  - Keep you posted every step of the way
  - Be totally transparent
  - Listen to your concerns and do our best to allay them
  - Take care of the postage on our OBA account if required
  - NEVER start production unless you are totally happy
  - Basically we will do everything we can to make sure you are totally satisfied.

Some of our valued Clients

MARANELLO

panacea  
nice people with great ideas

ACTSA  
Action for  
Southern Africa

Respond

SEVERN  
TRENT  
ENVIRONMENTAL LEADERSHIP

OUSU  
oxford university student union

Consort  
TRAVEL  
The Route to Relaxation

GIMA  
Representing Garden Industry Suppliers

RIVERMARKETING

Inchcape

Achilles®

Berkshire  
Buckinghamshire  
Oxfordshire  
RIVER TRUSTS

BERG

Don't just take our word for it see what our customers have to say about us!

Before switching to Uni-Mail we had problems with a few mailing houses. The switch has been well worth it due to their excellent communication skills, good quality work and value for money.

*Cyrus Bulsara*  
Action for Southern Africa



Uni-Mail has been an integral part of Inchcape Retail's marketing operation for four years now. In that time you have never once let us down. You are always courteous, helpful and friendly. You also consistently look to provide the best solution for us. Thank you for your continued support.

*Allen Scott*  
GM - Marketing Services  
Inchcape Retail Ltd



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